

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Field Grade Officer	CATEGORY (If Applicable) Individual	AWARD PERIOD 1 Jan - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Lt Col David L. Thurston	SSN (Enter Last 4 Only) 6066	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P3, Director of Public Affairs	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 339-2026, (405) 739-2026	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE OC-ALC/PA, 3001 Staff Drive, Ste 1AG78A, Tinker AFB OK 73145		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Maj Gen Charles L. Johnson II, DSN 339-2201, (405) 739-2201 (charles.johnson@tinker.af.mil)		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness/Job Accomplishment:</p> <ul style="list-style-type: none"> - Trusted counsel to commander, vice commander, executive director, and tenant unit commanders <ul style="list-style-type: none"> -- Installation commander says, "For any problem that could go off base, I ask, 'Where's Dave?'" - Led 16-person staff who planned and implemented communication strategies with resounding success <ul style="list-style-type: none"> -- Eased internal office tensions and energized staff for happier, more productive environment - Primary base interface between educators, commercial organizations and state and local government <ul style="list-style-type: none"> -- Off-base leaders know his experience and track record and frequently ask for his help, guidance - Maintained effective and productive relations with media to ensure accurate reporting on AF issues <ul style="list-style-type: none"> -- Hands-on approach to media relations; personally worked with and mentored staff on tough queries - Met challenges of maintaining essential communication with large and varied audiences with ease <ul style="list-style-type: none"> -- Spokesperson to and for base population of 26,000+ AF, Navy, civilian and contractor personnel <p>Leadership/Organizational and Planning Skills:</p> <ul style="list-style-type: none"> - Reorganized, enlarged staff to better employ Reserve, ANG assets using Total Force principles <ul style="list-style-type: none"> -- IMAs are so integrated into day-to-day PA environment that outsiders think they are active duty AF - Led 40-person team in organization and execution of the 28th Annual Base/Community Dining Out <ul style="list-style-type: none"> -- High point of community's social year; regarded as the best ever by 400+ military, civilian guests - Coordinated historic signing of memorandum of agreement with state Regents for Higher Education <ul style="list-style-type: none"> -- Media event in governor's office led to positive media coverage of vital workforce shaping issue - Organized ALC "Media Day" for 20+ editors, news directors of state-wide media organizations <ul style="list-style-type: none"> -- Frank discussion of respective procedures and requirements improved understanding, effectiveness -- Briefings, tours, story leads resulted in positive coverage of ALC support to war on terrorism - Organized badly needed "Communications Council" of offices involved in tours, briefings and visits <ul style="list-style-type: none"> -- Frequent meetings deconflicted scheduled events, prevented errors and ensured smooth operations - Designed and implemented new adverse weather notification system--saved lost production man hours <ul style="list-style-type: none"> -- Use of website and clarification of procedures with local media improved process, stopped errors - Flawless Public Affairs support for presidential visit; praise from both media and White House staff <ul style="list-style-type: none"> -- All VIP visits during 2001 were completed as planned and resulted in positive media coverage <p>Judgement and Decisions:</p> <ul style="list-style-type: none"> - Experience, intuition led to successful nomination of candidates for prestigious DoD, AF programs <ul style="list-style-type: none"> -- All of his Joint Civilian Orientation Conference & National Security Forum nominees were selected - Effective advisor to senior battlestaff, force protection, and other base management working groups <ul style="list-style-type: none"> -- His insight and perspective consistently considered for new base policies and security programs - Trust of Air Base Wing commander enabled effective PA action in suspicious package incident <ul style="list-style-type: none"> -- Quick, concise response and on-scene press conference informed media, calmed employee fears <p>Communication Skills:</p> <ul style="list-style-type: none"> - Principle spokesperson for all missions, programs and activities of AF's largest Air Logistics Center <ul style="list-style-type: none"> -- Commander says, "My best Team Tinker advocate; organizer and emcee I turn to when it matters." - Communicates with confidence to shape ALC and base image through variety of tours and programs <ul style="list-style-type: none"> -- Created new, more concise mission briefing easily tailored to wide variety of audiences, situations - Created new, more flexible "Wednesday Tours" of base and ALC to accommodate smaller groups <ul style="list-style-type: none"> -- Used to renew relationships and educate leadership groups from 16 area Chambers of Commerce -- Sought out senior staff of neighboring General Motors plant and renewed long-dormant relations - Enthusiastic spokesman for commander's initiative to develop new maintenance facilities <ul style="list-style-type: none"> -- Power Point expert; used skills to develop briefings and scripts for use by ALC senior leaders -- Personally promotes ALC/CCs initiatives by frequently speaking to base and community groups - Experienced and effective speechwriter; creates products for use by ALC/CV and executive director - Wrote successful award nominations resulting in commander recognition of all of PA staff members 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Lt Col David L. Thurston

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*